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CONSUMER TIME

## FAMILY FOOD PLANS

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are your inquiring consumers...Mrs. Freyman and Johnny.

5. FREYMAN: Today, we're going to do something a little different on CONSUMER TIME. We're going to start right in talking about a free booklet...instead of waiting for the end of the program.

6. JOHN: The name of the booklet..."Food for the Family with Young Children." You guessed it...this book is all about how a typical American family with two small children plan their food budget every week.

7. FREYMAN: And with New Year's resolutions in the air and all...we think it's a good time to take stock of our buying and cooking habits ...just to see if our meals are balanced...if we're getting the right kinds of food...and enough of them...for good health.



8. JOHN: Now, the characters in this booklet do eat a balanced diet. Ch, incidentally...there's something else that's new for CONSUMER TIME.
9. FREYMAN: What is it, Johnny?
10. JOHN: We don't usually have story books to give away. But this "Food for the Family with Young Children" really has a story.
11. FREYMAN: Yes it has...and I think we'd better introduce the characters... before we visit them.
12. JOHN: All right. Folks, meet Dick...husband and father...clerk in an engineering office...makes about twenty-five hundred dollars a year. After seven years of marriage, he still thinks his wife's a paragon of virtue...which she is. I will play the part of Dick.
13. FREYMAN: And I'll take the part of Margaret...wife, homemaker and mother of two lively little moppets...Suzy...aged two...and Jimmy... who's five.
14. JOHN: Now before we look in on Dick and Margaret...I think you should know a little more about them. They live in a neat cottage near a city...but it really seems like living in a small town.
15. FREYMAN: Margaret does all her own housework. She usually shops at a nearby grocery because trips to the city are tiring, and she has no one to take care of the children.
16. JOHN: A local dairy delivers their milk every other day.
17. FREYMAN: And a nearby farmer sells them eggs and chickens once a week.
18. JOHN: One more thing...Dick and Margaret have a little vegetable garden. This supplies part of their fresh vegetables during the summer.
19. FREYMAN: Of course Margaret does some canning and preserving...mostly canned tomatoes, tomato juice, and spreads for bread. Otherwise they buy all their food.



20. JOHN: So Dick and Margaret are a typical young, healthy American couple.
21. FREYMAN: And the children are typical too...because as we look in on Dick and Margaret.....they've just finished supper...and Suzy has led her Daddy to the living room with the intention of having him read her favorite (FADE) picture book...
22. SOUND: TOY DRUM OR WHISTLE MAKING A GOOD LOUD CLATTER
23. MARGARET: (TRYING TO MAKE HERSELF HEARD OVER THE CLAMOR) Jimmy! Jimmy! You'll have to play in your room if you're going to make that awful clatter. Come on now...scoot. Daddy's trying to read to Suzy.
24. SOUND: FADES OUT
25. DICK: Now here's a bird. Can Suzy say bird?
26. SUZY: Burdie.
27. SOUND: PAGES TURNING NOW AND THEN THROUGHOUT SCENE.
28. DICK: That's right. Now, turn the page. What's this? Tell Daddy what this is.
29. SUZY: Fissie?
30. DICK: Right Fishie.
31. MARGARET: Suzy had fishie for supper tonight, didn't she?
32. SUZY: Jimmy fissie.
33. MARGARET: Yes Jimmy had fishie too.
34. DICK: Say, Margaret, where is Jimmy anyhow?
35. MARGARET: Playing with his train in his room.
36. DICK: Oh.
37. SUZY: Mummy read.
38. MARGARET: No dear, Mummy's busy making out her shopping list.
39. DICK: So she can buy lots of food for Suzy and Jimmy to eat.
40. SUZY: Okay. Mummy write. Daddy read.





41. DICK: Now that's what I call pretty cute. Don't you think so, Margaret?  
I mean Suzy thinks like an adult.
42. MARGARET: (ABSORBED) Mmm hmm.
43. DICK: Yes ma'am...you're a smart girl, Suzy. You know I was thinking about it. Suzy's just two and she understands everything you tell her...even pretty complicated directions. Besides she can repeat any word you say. And the way she eats at the table... why she eats everything we do.
44. MARGARET: Give mummy the credit for that, darling. After all...the children eat what I give them.
45. DICK: Yes but...lots of women right around here have to cook separate things just for the kids. I've heard their husbands complaining about how the wives complain that they never have any time for anything else.
45. MARGARET: Well that's silly. Suzy and Jimmy need the same kind of food you do...for them it must always be prepared simply. No highly seasoned things, greasy foods, or rich desserts. But there's no trouble because generally I cook for us all that way. Of course they need more foods for growing...so I give them milk in all their meals.
46. DICK: (AMAZED) Now where'd you learn all that?
47. MARGARET: Remember that nutrition class I went to? That's where.
48. DICK: Tell me more about what you learned.
49. MARGARET: (SLIGHTLY EMBARRASSED) Oh go on...read Suzy her book.
50. SUZY: What this, Daddy? What this?
51. DICK: No....I'm interested. I've always had a sort of vague feeling that you run the house well and take care of the kids and all. But I didn't think you were such a scientific housewife.



52. MARGARET: The word is "homemaker", darling. Women today do more than just keep house.
53. DICK: So I'm beginning to see. Here we have two little guys with very definite minds of their owns. But by golly, there's no trouble with meals. They eat the same things we do.
54. MARGARET: Well sometimes on special occasions they eat slightly different things than we do....You may not have noticed, but they don't have pie for instance.
55. I noticed. You give them the pie filling baked in those custard cup affairs.
56. MARGARET: Very observant, my husband. While we're on the subject dear... some of the credit for the children having good eating habits should go to you.
57. DICK: Me? What did I do?
58. SUZY: Read Daddy.
59. DICK: One minute...mummy's paying me a compliment...so don't interrupt.
60. MARGARET: (LAUGHING) Oh Dick!
61. DICK: Well, what have I got to do with it? The kids are just smart and good. They eat what you give them.
62. MARGARET: Yes...but only because they see us eating the same things. Eating is fun at our house. You and I both like to try new foods and so the children get into the habit too.
63. SUZY: There's the bycle. Read Daddy.
64. DICK (READING IT MONOTONOUSLY) "The little boy pushed the bicycle and he pushed it so hard he broke the wheel".
65. SUZY: Broke the whe-eel. Broke the whe-eel.
66. MARGARET: And Dick it's very helpful that you remember to compliment the cook. It's good for the kids...(SLYLY) and for me too.
67. DICK: Yes, but I still think Susy and Jimmy are outstanding kids. Now admit it, don't you think so?



68. MARGARET: Well, I do think they're bright for their ages...
69. DICK: Aha! of course they are.
70. SUZY: Broke the whe-eel...broke the whe-eel...broke the whe-eel, Daddy
71. MARGARET: Our daughter does seem to have a one track mind. But I will admit she's good at eating...and I never have any trouble with her with new foods.
72. DICK: Now...now you've hit it. That's exactly where Suzy shines. She's practically a genius. What other kid has the nerve to try new foods all the time...and eat everything on her plate? What other kid...
73. MARGARET: Now just a minute. You may fancy yourself the father of a genius, but don't forget I make it easy for Suzy to like new foods.
74. DICK: How? Just tell me how?
75. MARGARET: Well, I never give Suzy more than just a taste of new food...and always at the beginning of the meal when she's hungry. Strategy my dear Dick...strategy.
76. DICK: And then what do you do, general?
77. MARGARET: Well...Suzy bites...in fact sometimes she almost bites the spoon off...as you very well know. But I give her a little more if she wants it. And gradually that new food is an old favorite.
78. SUZY: What this, Daddy? What this, Daddy?
79. DICK: You know what that picture is, Suzy. You tell, Daddy.
80. SUZY: Gitty.
81. DICK: What kind of Kitty?
82. SUZY: Big gitty.
83. DICK: That's right. And a big kitty is a tiger. Can Suzy say tiger?
84. SUZY: Big gitty.
85. MARGARET: The best strategy now for you is to surrender...and finish that battle another day.

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86. DICK: She knows how to say it. She just doesn't...feel like it now.
87. MARGARET: Mmmm hmmm! And incidentally Dick...about teaching children to like new foods. You know what I think?
88. DICK: No...what?
89. MARGARET: Well I think a lot of parents give the kiddies too big a portion. So the children get discouraged before they start to eat...and then they get in the habit of wasting food.
90. DICK: Oh so that's why you do that.
91. MARGARET: Do what?
92. DICK: Serve them a small portion. The kids always seem to want seconds. I've always thought it rather inefficient of you, honey, not to put more on their plates the first time.
93. MARGARET: Not your little geniuses...Daddy. They can't have more until they clear their plates.
94. DICK: Now wait a minute...
95. SUZY: Wade a minute...wade a minute.
96. DICK: . But sometimes when they don't finish their milk at the table... and you just pass even it off, casually! I thought milk was so important.
97. MARGARET: Of course it's important. We learned in that nutrition class that milk is the best source of calcium. And calcium is the thing that makes strong bones and good teeth. Besides milk has riboflavin and protein...and lots of other important things.
98. DICK: Well, the Margaret, I think you'd better insist that the kids drink every drop of milk at every meal. Now I really don't think you should be so negligent about...
99. MARGARET: Relax dear...relax.
100. DICK: But Margaret...





101. MARGARET: Don't worry. If Suzy and Jimmy don't drink all their milk at one meal...they'll get some more during the day in a custard or ice cream...or maybe junket or a milk soup and that helps. Besides a little variety is good for them anyway.
102. DICK: Well is it the same difference? I mean...custard isn't milk.
103. MARGARET: Sure it is...only in slightly different form. You get the same benefit from milk in cooked foods.
104. SUZY: Wraggle taggle...wraggle taggle, Daddy.
105. MARGARET: She wants you to read her the story of the wraggle taggle gypsies.
106. DICK: Okay...Suzy find the page with the wraggle taggle gypsies and Daddy'll read it.
107. SOUND: PAGES TURNING
108. MARGARET: Yes...you'd better read to your youngest genius now and don't bother me any more. I've got to concentrate on my shopping list for tomorrow.
109. DICK: Why does a shopping list require so much concentration?
110. MARGARET: Now, Dick! Honestly, I think I'm sorry to get cross with you.
111. DICK: (INNOCENTLY) Me? What did I do?
112. MARGARET: You really are taking things for granted. There's more to planning meals than you think.
113. DICK: But a shopping list's a shopping list. If you don't have any more potatoes...you buy some more potatoes. If you need some more vegetables,...you buy some more...
114. MARGARET: Yes but which vegetables...and how many of each?
115. DICK: Oh...you know which ones I like best.
116. MARGARET: First you tell me how careful I should be about seeing that the children get enough milk. And now you're so...so casual...and off hand...about the rest of their food.



117. DICK: Well, I know the kids are going to get enough food to eat.
118. MARGARET: But it isn't just enough to eat...it's the right kinds of food.  
And not just for the children. You and I have to have balanced diets too.
119. DICK: Oh shucks...what's a balanced diet anyway? Sounds very dull.
120. MARGARET: Well you'd think your meals were dull if they weren't balanced.  
All balanced means really is getting in the foods you need...and enough of each kind. Say, haven't you ever heard of the Basic Seven?
121. SUZY: Suzy down. Suzy down.
122. DICK: Where you going, Suzy?
123. SUZY: See Jimmy.
124. DICK: I...think...I'll go with you.
125. MARGARET: Oh no you don't. Suzy can go play with Jimmy. But you're going to stay right here...and answer my question.
126. DICK: Now Margaret...
127. MARGARET: Now Dick! I don't think you should go around dismissing one of my biggest jobs so casually.
128. DICK: Oh you like to fool with menus and stuff.
129. MARGARET: 'Course I do...but it isn't fooling. And you haven't answered my question about the Basic Seven.
130. DICK: Well how can I answer it? You went to the nutrition class... not me.
131. MARGARET: Then I'll tell you about it.
132. DICK: I was afraid of that.
133. MARGARET: There are seven main groups of food...and we should have a certain number of servings from each group every day. Heavens, foods you've seen that Basic Seven color wheel with the seven groups of/ at least twice a day. I've got it tacked up right in the kitchen.



134. DICK: Are you mad at me?
135. MARGARET: Well...no. But I am a little peeved.
136. DICK: And to think all this started because I thought the kids had a streak of genius. And here it's really mummy that is the genius.
137. MARGARET: Flattery will get you nowhere. Well at least not very far.
138. SOUND: TOYS CRASHING OFF MIKE
139. SUZY: (OFF MIKE) Jimmy do it...Jimmy do it.
140. MARGARET: You better go see if they need any arbitration...while I finish the shopping list.
141. DICK: Okay. (PROJECTING) Hey you two...what's going on in here? Oh fine! Did I say they had genius...well...it's a genius for getting into trouble...(FADE) Come on now...help Daddy get this mess cleaned up.
142. SOUND: PAUSE
143. FREYMAN: Yes, Johnny, Margaret and Dick and their two youngsters are a very typical young American family.
144. JOHN: Especially the kids, Mrs. Freyman.
145. FREYMAN: And the story of this family and the balanced meals they eat is all in this booklet called "Food for the Family with Young Children."
146. JOHN: We have free copies for all our listeners. Just drop a postal card to CONSUMER TIME, Washington 25, D. C...and we'll be glad to send you one.
147. FREYMAN: Now Dick and Margaret were economical, but they managed to eat well. But they could spend even less for food if they needed to, and still have a healthful diet.
148. JOHN: Can it be done, Mrs. Freyman?



149. FREYMAN: Yes, Johnny...your meals may not have so much variety, but with careful planning and cooking, they'll be enjoyable. For instance, let's see how you can get the most for your money from leafy, green, and yellow vegetables.
150. JOHN: Those have lots of minerals and vitamins, don't they?
151. FREYMAN: Mmm hmm. And they're generally cheapest when they're the most plentiful. So buy them in season. Carrots are nearly always good bargains...and you can use them raw or cooked. Another tip for this group of vegetables is...use the leafy tops of young beets and turnips.
152. JOHN: Don't tell me...let me guess...that's for vitamin A.
153. FREYMAN: Yes sir, vitamin A and iron too...just like kale, spinach, mustard, and collards. Now...let's look at the group of foods that supply us with vitamin C...
154. JOHN: That would be...citrus fruits...and tomatoes.
155. FREYMAN: Don't forget raw cabbage, raw turnips...and salad greens.
156. JOHN: Vitamin C from them too, huh?
157. FREYMAN: Right...and they're comparatively cheap.
158. JOHN: Mrs. Freyman, is there any way to reduce the weekly meat bill and still get enough protein?
159. FREYMAN: Yes indeed. There are other main dishes you can use sometimes instead of meat. Fish may be cheaper for instance. And for other main dishes you can serve any of the dry beans...navy, kidney, lima, or soybeans.
160. JOHN: How about dry peas?
161. FREYMAN: That's right, Johnny, and lentils...all those beans and peas have good protein. But when you get right down to the meat bill...
162. JOHN: Which is what I asked you about.







163. FREYMAN: You can trim it down some by choosing the cheapest cuts of meat. Commercial and Utility are economical grades of beef...but with careful seasoning and long moist cooking, you can make them as delicious as the most expensive cuts.
164. JOHN: Say, Mrs. Freyman, do you know meat grading isn't compulsory any more...the way it was during the war?
165. FREYMAN: So I heard. But the smart homemaker will still look for the graded meats...so she'll know if she's paying the right price for what she's getting.
166. JOHN: Any more tips on meat?
167. FREYMAN: One more very important one. Don't overlook the variety meats like beef, pork, or lamb liver or kidneys. They're good bargains in vitamins and minerals. Brains and heart are also good buys, nutritionally and money-wise.
168. JOHN: We get some kind of variety meat at our house at least once a week.
169. FREYMAN: And since you pay for the fat on the meat you buy...you can save money by using any extra for cooking and seasoning.
170. JOHN: Now let's see, we've talked about saving money in buying vegetables...and meat...any place else on the menu where we can save money.
171. FREYMAN: Well, for economy's sake you can use top milk instead of cream on cereals and puddings...or evaporated milk. And on the sweet side, why not use molasses more often instead of white sugar in cooking. It's a cheap source of iron and children usually like it.
172. JOHN: What do you mean, children? I love lots of molasses in baked beans...Boston style, you know...and gingerbread and puddings.



173. FREYMAN: Well, anyhow, that's another way of reducing your food bill. You can find all these tips, and more in the booklet "Food for the Family with Young Children." Holly Wright, will tell everybody again how to get a copy?
174. WRIGHT: Friends, just drop a postal card to CONSUMER TIME, Washington 25, D. C., and ask for your free copy of "Food for the Family with Young Children." Be sure to include your name, address, and the name of the station to which you are listening. The address again is CONSUMER TIME, Washington 25, D. C.
175. JOHN: Now, Mrs. Freyman, what's ahead for the first CONSUMER TIME program of the New Year?
176. FREYMAN: The program will be called "Planning for '47."
177. JOHN: More New Year's resolutions?
178. FREYMAN: Maybe... 'cause we're going to talk about budgeting your time, energy, and money for more efficient homemaking. Perhaps we'll have a story or two about how different homemakers around the country worked out budgets that may supply the rest of us with a few pointers.
179. JOHN: Then Happy New Year everybody and hope you'll be with us next week for another edition of
180. SOUND: CASH REGISTER
181. ANNCR: CONSUMER TIME
182. SOUND: CASH REGISTER...CLOSE DRAWER
- 183; ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National independent Broadcasting Company and its affiliated/stations. It comes to you from Washington, D. C.
- This is NBC, the National Broadcasting Company.

